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Tamara B. Masser took the leadership role in developing, coordinating, advertising, and implementing a “Learn About Asthma” program that was presented at a Giant Pharmacy in Baltimore. The session was a collaborative effort between several different student organizations at the school. She recruited a large number of student volunteers, assisted in developing a training session for students who wanted to participate, worked with the pharmacy and store manager to make arrangements, assisted in getting “door prizes” for the event, developed and advertising flyer for the event, and actively participated in the event.

The outreach session was repeated several times in the Fall of 2001 and received excellent feedback from the public that attended the session. These sessions were in a very busy pharmacy and was a great outreach effort to educate the public about asthma and its treatment and show that pharmacists have a great deal to contribute to improving public health and knowledge. On one occasion, patients kept the volunteers on site until 9:30 p.m. (it was scheduled and advertised to run from 6-8pm) asking questions about their concerns about asthma and its treatment.

This program was repeated this year and once again, had a large number of participants from all years of the doctor of pharmacy program. Through Tamara’s efforts, a core of interested pharmacy students have been trained and motivated to perform public outreach about asthma, which is an increasingly important public health problem, not only in the United States, but around the world.